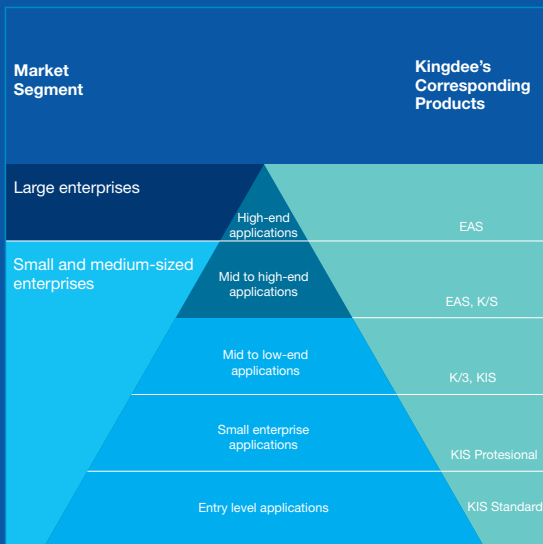


Corporate Introduction



Kingdee International Software Group Company Limited is a leading provider of enterprise management software and e-commerce application solutions in the Asia Pacific region. It is one of the fastest growing companies in the global software market, as well as a leading provider in China's software industry. The Group is engaged in the development and marketing of enterprise management software and e-commerce application software, and in providing middleware for the management software, e-commerce and e-government platforms of enterprises and government departments. The Group also provides management consultation, implementation and technical support services in relation to software products for its customers around the world.

Leveraging on its 40 branches focusing on marketing and services, coupled with about 1,200 partners involved in the areas of consultation, technology, implementation and distribution in the Asia Pacific region including Mainland China and Hong Kong, Taiwan, Malaysia, Singapore and Thailand, the Group provides professional products and services to over 400,000 clients. The Group's subsidiaries and cooperating partners spread in 256 cities over seven regions in mainland China, comprising Southern China, Eastern China, Northern China, Central China, North-eastern China, South-western China and North-western China. At present, the Group employs over 3,500 staff.

Prompt response to customer demand, technical innovation and globalization are motivating factors driving the Group to excel. "Enabling customers' success" is a cornerstone of the Group's mission, and its operating philosophy embodies the principles of "Product leadership, Partner oriented, Proactive services, Prompt response". To pursue its "Personalized ERP" growth strategy, the Group will cooperate in strategic alliances with both leading global IT vendors and outstanding local consultation services providers. It will leverage on the advantages of a strong customer base and a well-established brand to develop world-class enterprise management software products and e-commerce solutions on top of middleware, so as to create value for customers. The Group aims to become the leader in the ERP market for SMEs in the Asia Pacific region, a highly regarded company and one of the top ten management application software companies in the world.

